

ORDER



WZZM 13

Orders
Order / Rev: 724687
Alt Order #: 06394948
Product Desc: MI GOP
Estimate:
Flight Dates: 10/25/12 - 10/30/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: MI GOP
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,PL-Judicial
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$14,820.00	\$12,597.00
10/29/12	10/30/12	23	\$14,180.00	\$12,053.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$14,820.00	\$12,597.00	0.00
November 2012	23	\$14,180.00	\$12,053.00	0.00
Totals	56	\$29,000.00	\$24,650.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WZZM	10/25/12	10/26/12	M-F 5-530a M-F Morning News	CM	5-530a	---TF--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			3		\$350.00		0.00				
E 2	WZZM	10/29/12	10/30/12	M-F 5-530a M-F Morning News	CM	5-530a	MT-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$350.00		0.00				
E 3	WZZM	10/25/12	10/26/12	M-F 6-7a M-F Morning News	CM	6-7a	---TF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			3		\$700.00		0.00				
E 4	WZZM	10/29/12	10/30/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$700.00		0.00				
E 5	WZZM	10/25/12	10/26/12	M-F 7-9a M-F Good Morning America	CM	7-9a	---TF--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			3		\$750.00		0.00				
E 6	WZZM	10/29/12	10/30/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WZZM	10/29/12	10/30/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$750.00		0.00				
E 7	WZZM	10/25/12	10/26/12	M-F 9-10a Take 5	CM	9-10am	---TF--	:30	3	\$100.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			3		\$100.00		0.00				
E 8	WZZM	10/29/12	10/30/12	M-F 9-10a Take 5	CM	9-10am	MT-----	:30	3	\$100.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			3		\$100.00		0.00				
E 9	WZZM	10/25/12	10/25/12	M-F 10-1030am Millionaire	CM	10-1030am	---T---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$150.00		0.00				
E 10	WZZM	10/30/12	10/30/12	M-F 10-1030am Millionaire	CM	10-1030am	-T-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$150.00		0.00				
E 11	WZZM	10/26/12	10/26/12	M-F 1030-11am Millionaire	CM	1030-11a	----F--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$150.00		0.00				
E 12	WZZM	10/29/12	10/30/12	M-F 1030-11am Millionaire	CM	1030-11a	MT-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$150.00		0.00				
E 13	WZZM	10/25/12	10/26/12	The View The View	CM	11a-12n	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			2		\$600.00		0.00				
E 14	WZZM	10/29/12	10/30/12	The View The View	CM	11a-12n	MT-----	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			3		\$600.00		0.00				
E 15	WZZM	10/25/12	10/26/12	M-F 1230-1p Judge Judy	CM	1230-1p	---TF--	:30	2	\$180.00	P-1	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			2		\$180.00		0.00				
E 16	WZZM	10/30/12	10/30/12	M-F 1230-1p Judge Judy	CM	1230-1p	-T-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$180.00		0.00				
E 17	WZZM	10/25/12	10/25/12	The Chew The Chew	CM	1-2p	---T---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$200.00		0.00				
E 18	WZZM	10/30/12	10/30/12	The Chew The Chew	CM	1-2p	-T-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$200.00		0.00				
E 19	WZZM	10/25/12	10/25/12	M-F 430-5pm Judge Judy	CM	430-5p	---T---	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---			1		\$550.00		0.00				
E 20	WZZM	10/30/12	10/30/12	M-F 430-5pm Judge Judy	CM	430-5p	-T-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WZZM	10/30/12	10/30/12	M-F 430-5pm Judge Judy	CM	430-5p	-T-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$550.00		0.00			
E 21	WZZM	10/25/12	10/26/12	M-F 5-530pm Judge Judy	CM	5-530p	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$600.00		0.00			
E 22	WZZM	10/29/12	10/29/12	M-F 5-530pm Judge Judy	CM	5-530p	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$600.00		0.00			
E 23	WZZM	10/25/12	10/26/12	M-F 730-8p Insider	CM	730-8p	---TF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					3	\$600.00		0.00			
E 24	WZZM	10/29/12	10/30/12	M-F 730-8p Insider	CM	730-8p	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
E 25	WZZM	10/29/12	10/29/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,200.00		0.00			
E 26	WZZM	10/30/12	10/30/12	Tue Prime A Dancing With The Stars: The Re	CM	8-9p	-T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,100.00		0.00			
E 27	WZZM	10/25/12	10/25/12	Thu Prime A Last Resort	CM	8-9p	---T---	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,100.00		0.00			
E 28	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$175.00		0.00			
E 29	WZZM	10/27/12	10/27/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
E 30	WZZM	10/28/12	10/28/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	6-8a	-----S	:30	1	\$135.00	P-1	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$135.00		0.00			
E 31	WZZM	10/28/12	10/28/12	This Week This Week	CM	10-11a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
N32	WZZM	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
N33	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
N34	WZZM	10/28/12	10/28/12	This Week This Week	CM	10-11a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
													Totals	56	\$29,000.00